



EasyDwell

9:45



Location

📍 colorado, USA



Search House



Catagories

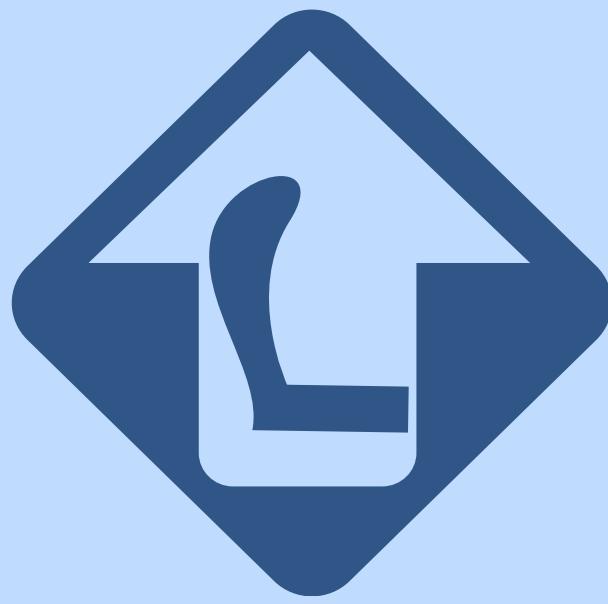
Houses

offices

Apartments

Nearby Places





EasyDwell

9:45



Long-Term Rentals Mobile App

Find Your House

Login

Email

Password

[Forgot?](#)

Log In

Or continue with

Google

Facebook

Don't have account? [Create now](#)

9:45



Create Profile



Change Picture

Username

HendAli121

Email

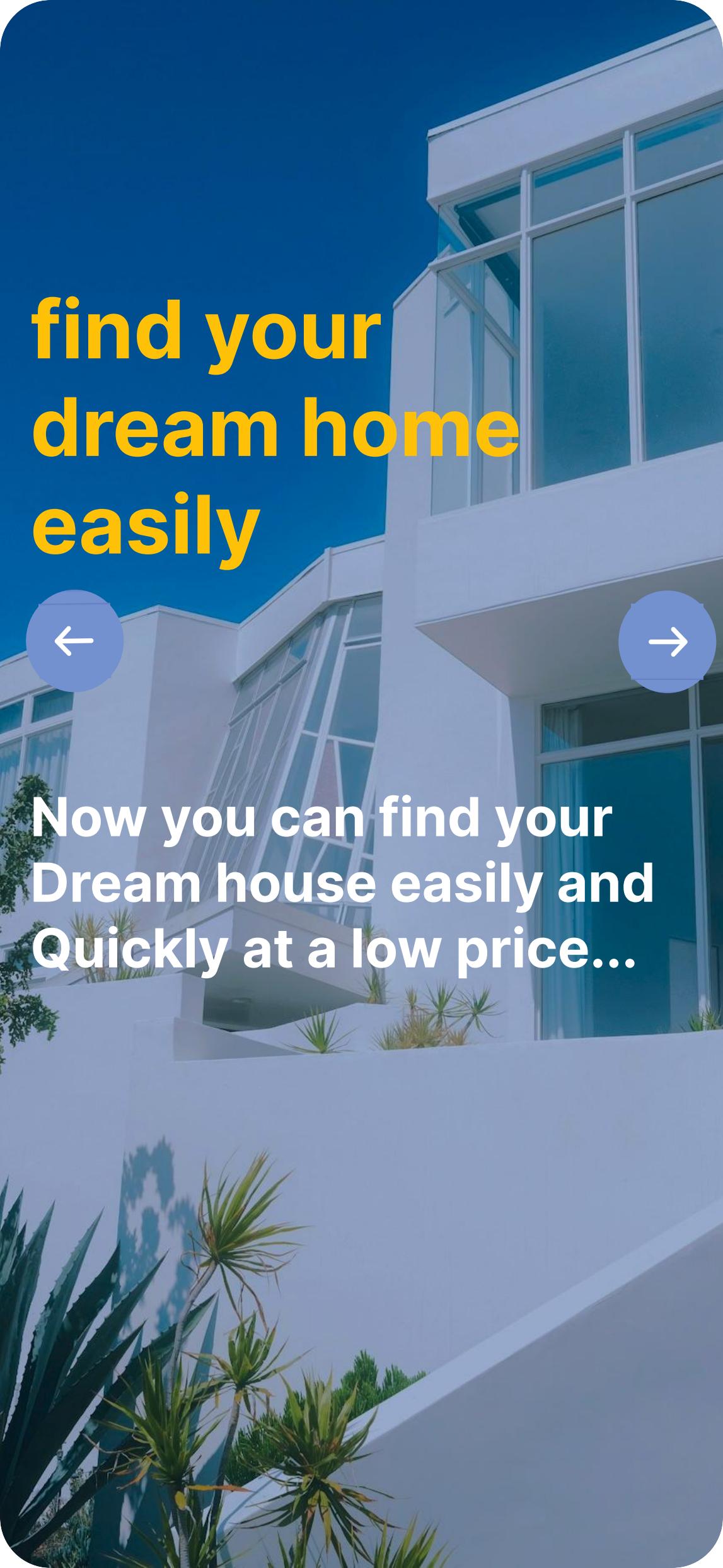
username21@gmail.com

Phone Number

01145456708

Password

Update



find your dream home easily



**Now you can find your
Dream house easily and
Quickly at a low price...**

9:45



Location



Cairo ,Egypt



| Search House ...



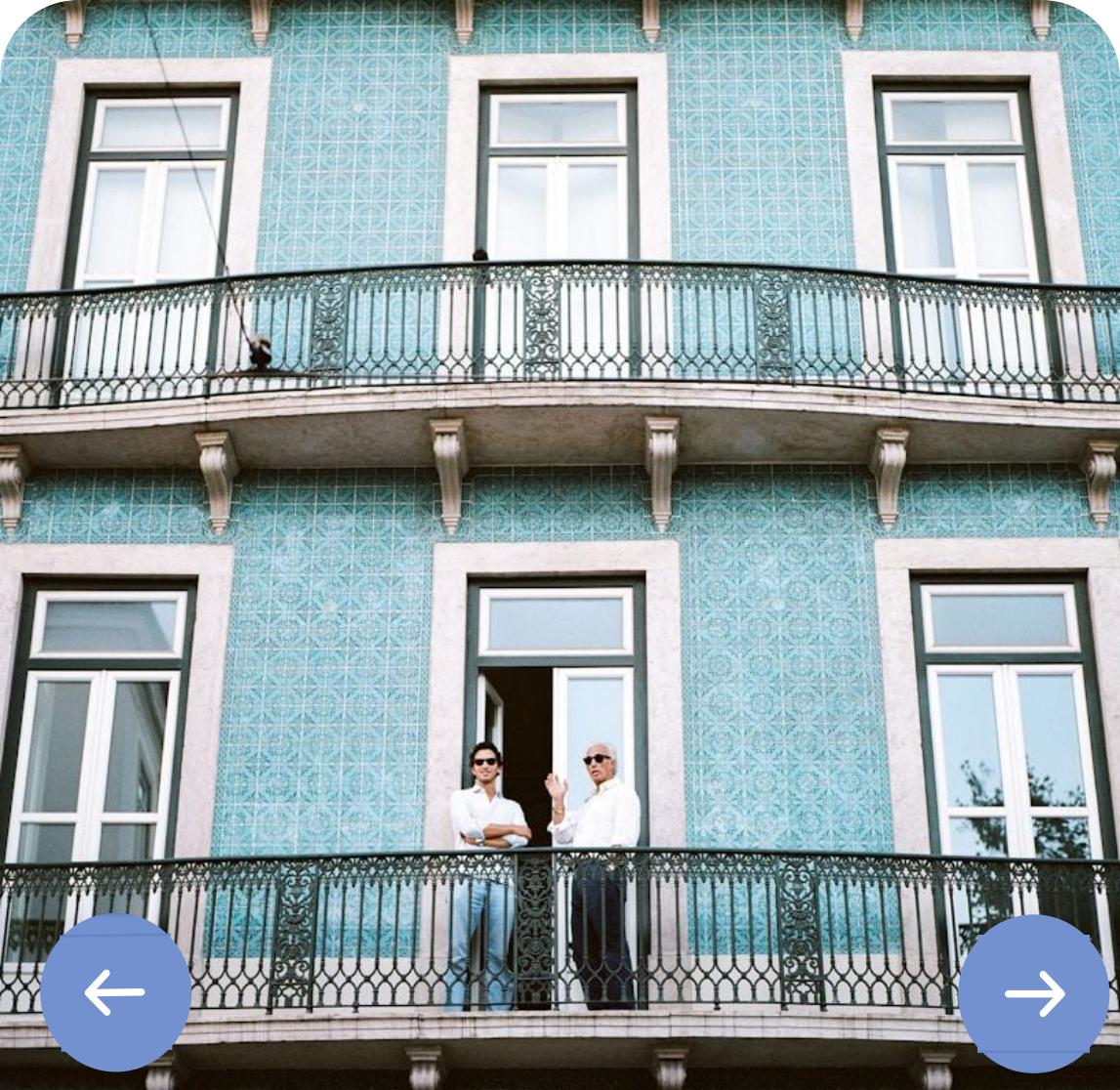
Catagories

Houses

studio

Apartments





Classic House

Cairo ,Egypt



House detail

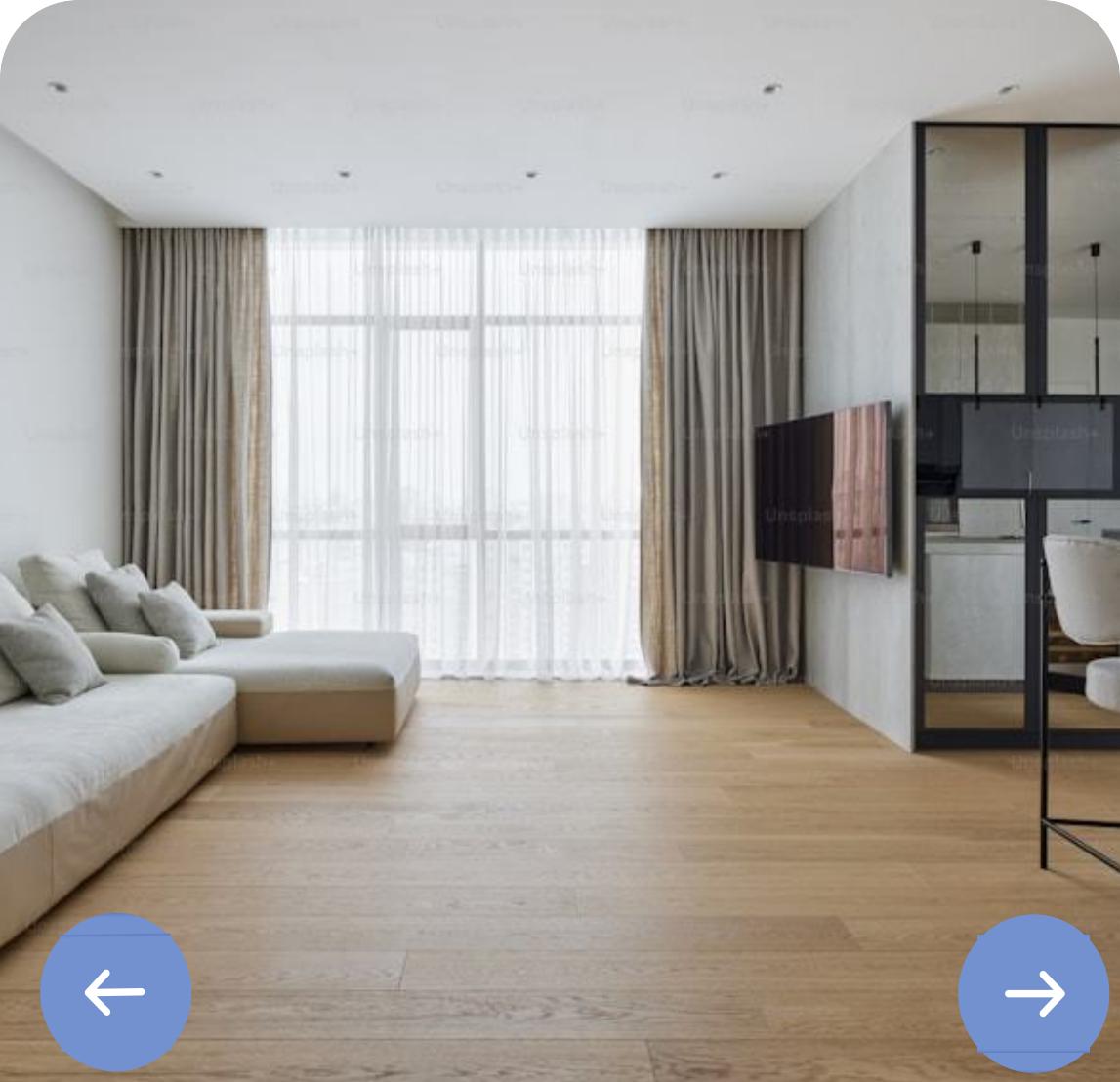
Located in the heart of Cairo, this classic home combines timeless charm with modern comfort. Its traditional brick facade and large windows create a bright, spacious feel. The front porch overlooks a beautifully landscaped garden, offering a peaceful retreat. Inside, high ceilings, hardwood floors, and elegant architectural details add sophistication. The warm-toned walls enhance comfort, and the modern kitchen opens into a family-friendly living space. The backyard features a fountain and green area, perfect for relaxing or hosting outdoor gatherings. Ideally situated near Cairo's cultural landmarks, this home blends tradition with contemporary living.



Price

\$3600 /per month

Book Now



Modern House

Cairo ,Egypt



House detail

Located in the heart of Cairo, This home boasts a prime location in a quiet and safe area, close to shops, schools, and essential amenities. It features spacious rooms, including large bedrooms and a fully equipped kitchen, with large windows allowing natural light and offering beautiful views. The house includes a private garden and ample storage spaces, with central air conditioning and a modern security system ensuring comfort and privacy. A private parking spot is also available, with easy access to public transportation for convenient commuting.



Price

\$4800 /per month

Book Now

Location



Cairo ,Egypt



Search House ...



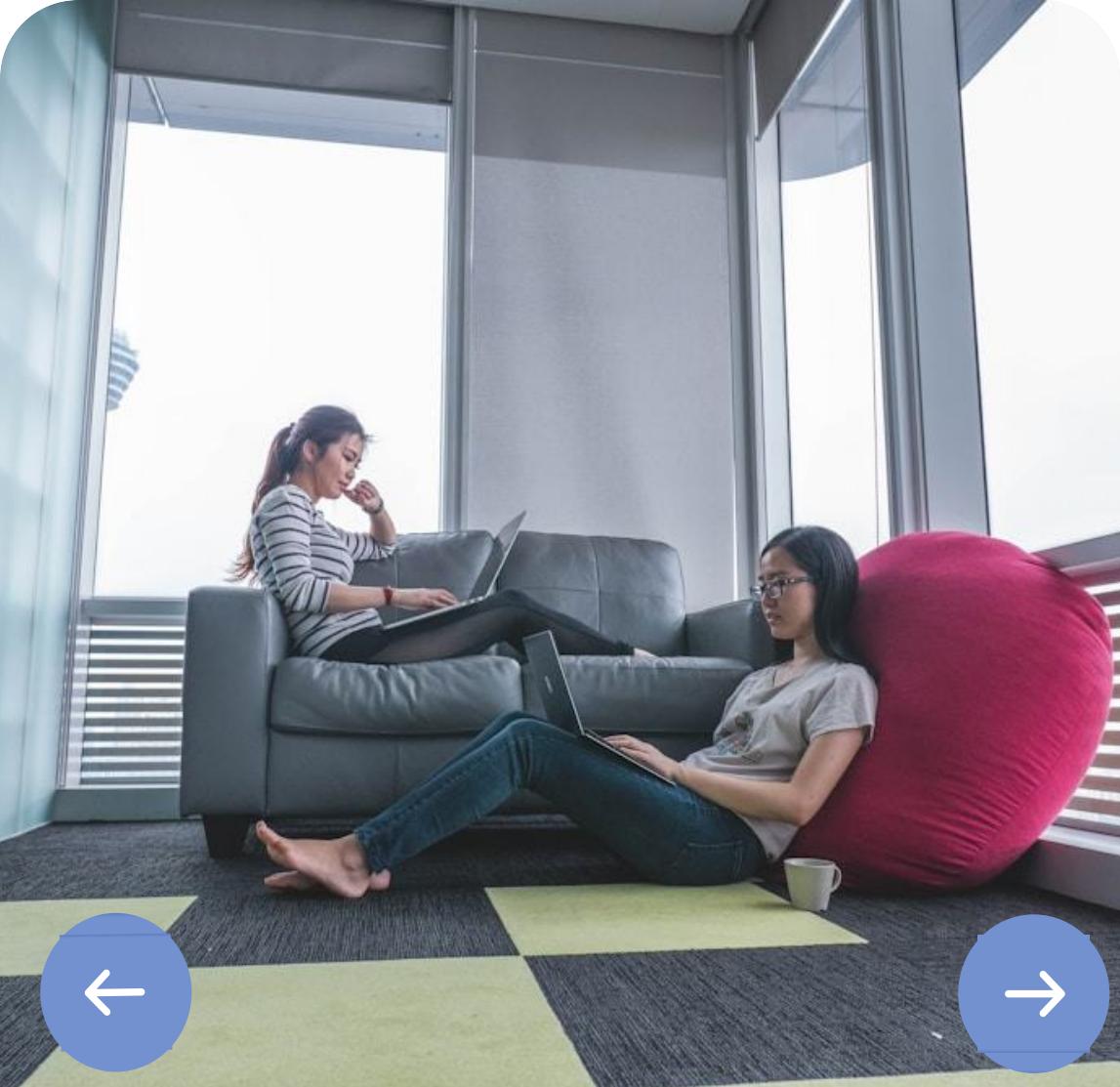
Catagories

Houses

studio

Apartments





Studio

Cairo ,Egypt



studio detail

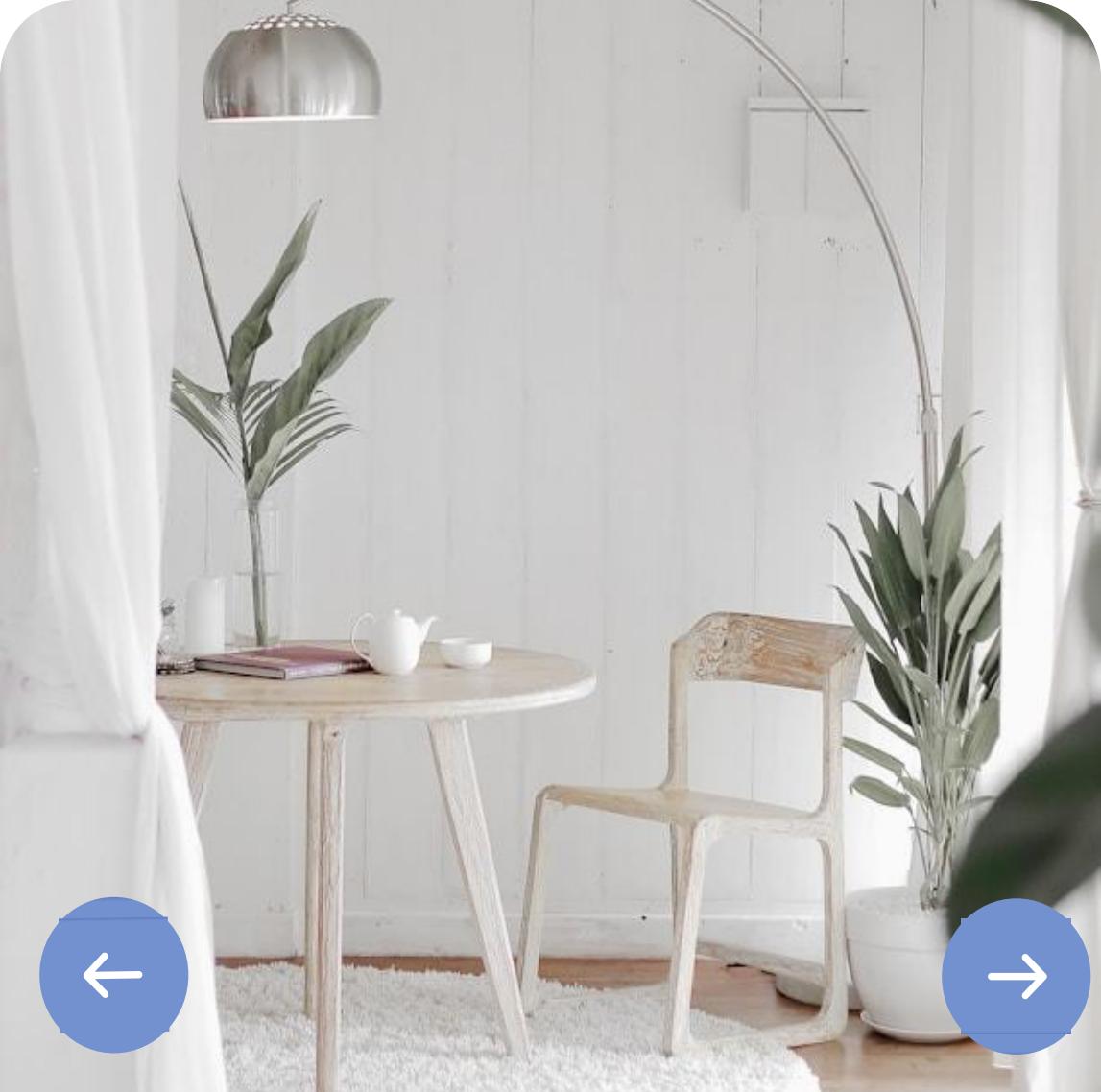
This studio is located in a quiet and upscale area, providing a comfortable and private environment for the tenant. It features an open and smart design, with a small kitchen equipped with all necessary appliances and a modern bathroom with elegant finishes. The large windows offer beautiful views of the surrounding greenery, giving the space a sense of openness and natural light. The studio also includes central heating and air conditioning for year-round comfort, along with adequate storage space. It's ideal for those seeking a peaceful and comfortable living space away from the city's noise.



Price

\$2800 /per month

Book Now



Cairo ,Egypt



studio detail

This studio enjoys a central location, close to all essential services such as shops, restaurants, and public transportation. It features a modern and smart design to make the most of the available space, with a fully equipped kitchenette and a stylish bathroom. The large windows provide excellent natural lighting, making the space feel bright and spacious. The studio also includes central air conditioning for comfort, along with a designated storage area. It's an ideal choice for someone looking for a comfortable and modern place in the heart of the city.



Price

\$3000 /per month

Book Now

9:45



Location



Cairo ,Egypt



Search House ...

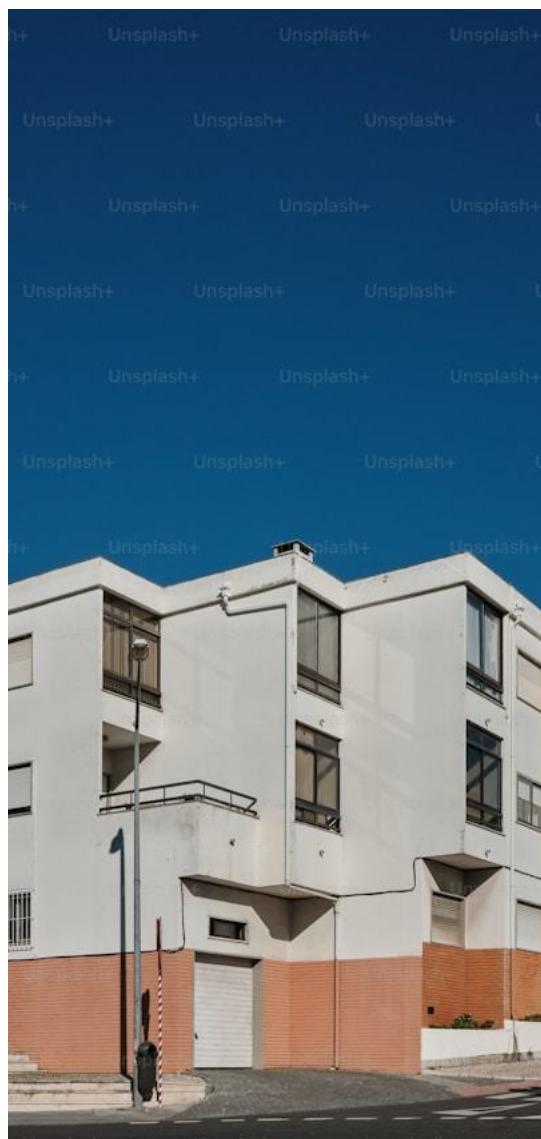


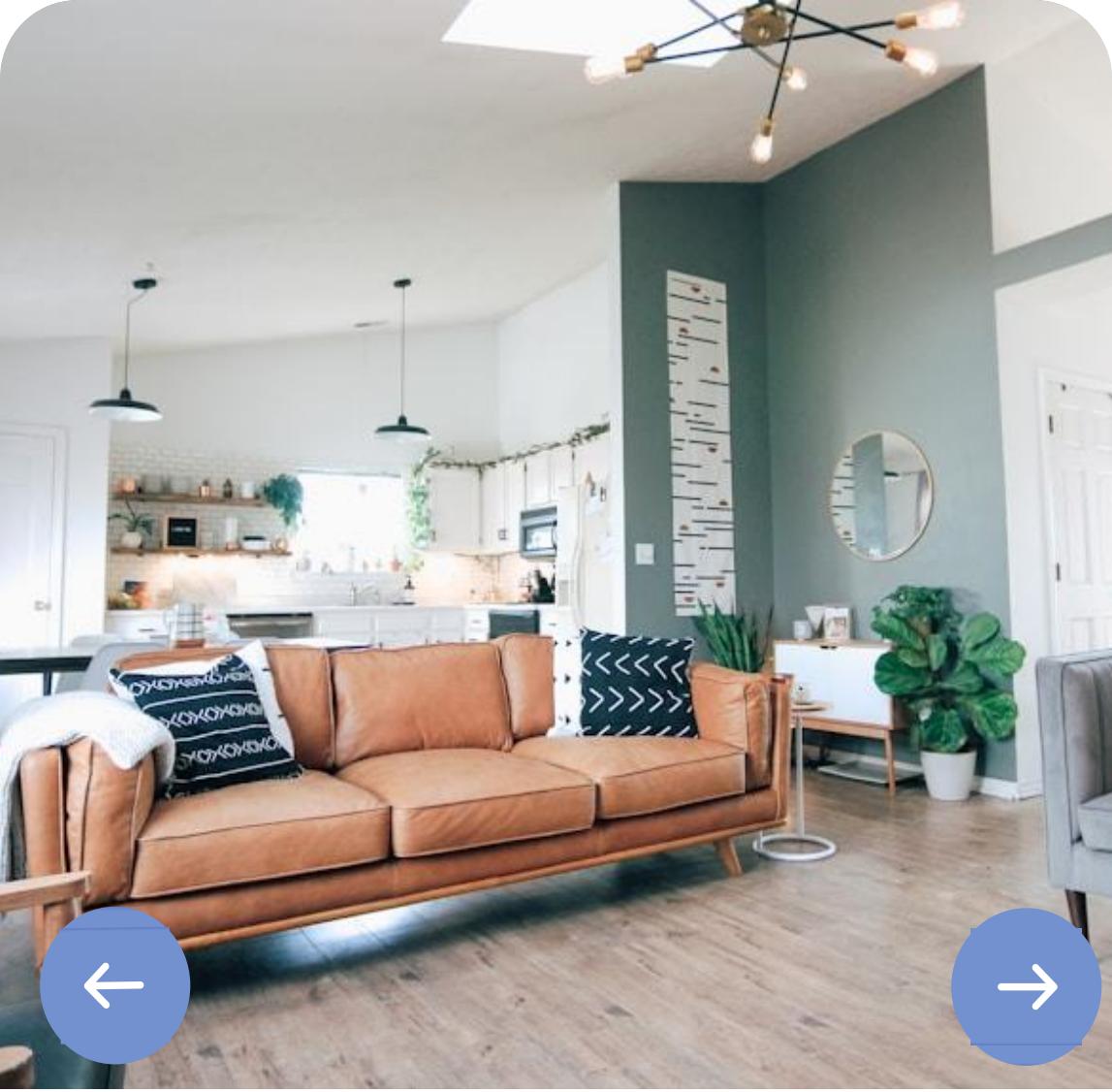
Catagories

Houses

studio

Apartments





Apartments

Sohag ,Egypt



Apartments detail

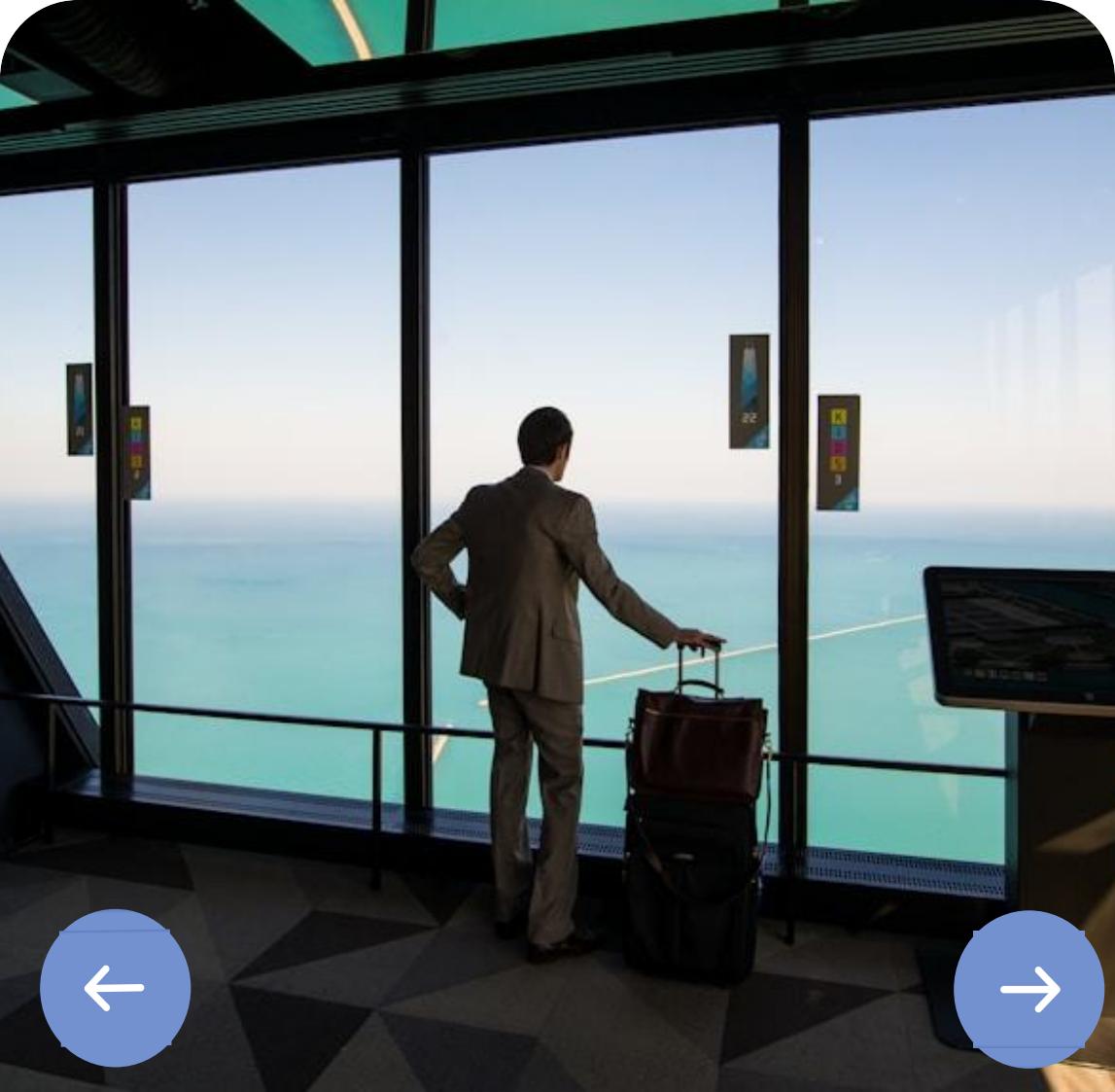
This apartment offers a unique living experience in a tranquil, upscale area with easy access to amenities. It features a modern, minimalist design with bright rooms and floor-to-ceiling windows for ample natural light. The sleek kitchen provides ample cooking space, while the meticulously designed bathrooms offer a luxurious touch. A private balcony showcases stunning views, and the apartment includes central air conditioning and convenient storage. Ideal for tenants seeking comfort and a touch of luxury.



Price

\$4000 /per month

Book Now



Modern Apartments

Cairo ,Egypt



Apartments detail

This apartment boasts a prime location in a vibrant neighborhood that balances comfort and luxury, ideal for those seeking a complete lifestyle. It features an elegant interior with spacious areas filled with natural light from large windows offering stunning views. The open kitchen is equipped with modern appliances, and the luxurious bathrooms provide a relaxing experience. Central heating and air conditioning ensure year-round comfort, complemented by ample storage and dedicated parking. Perfect for anyone seeking luxury and comfort in the heart of the city.

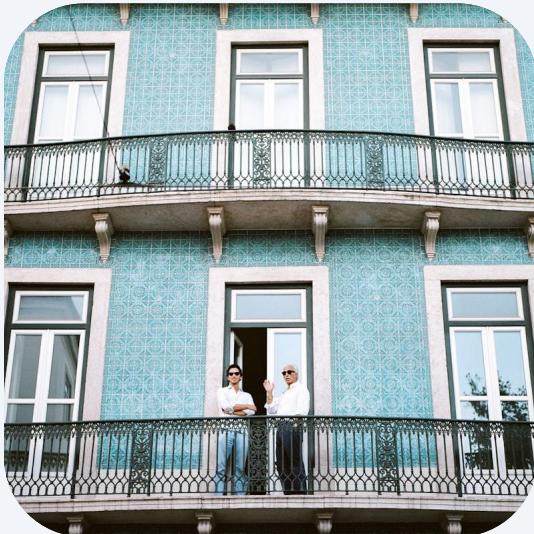


Price

\$4400 /per month

Book Now

Favorites



Classic House



Modern Studio



Apartments



9:45



Profile



Edit profile

Mimi Headline

Popular >

Trending >

Today >

Content

Heart Favourite >

Download >

Preferences

Language >

Darkmode >

Only Download via Wifi >

Payment

select product

Checkout

Review order



NAME ON CARD



Jasmine Rashad

CARD NUMBER



2123-7384-3282-8328

VALID THRU

CVC/CVV2



08/22



003

Save my details for future purchase

Pay Now- 4800 \$





Successfull

Your payment has been
processed successfully

Continue

UX /Ui

Long-Term Rentals Mobile App

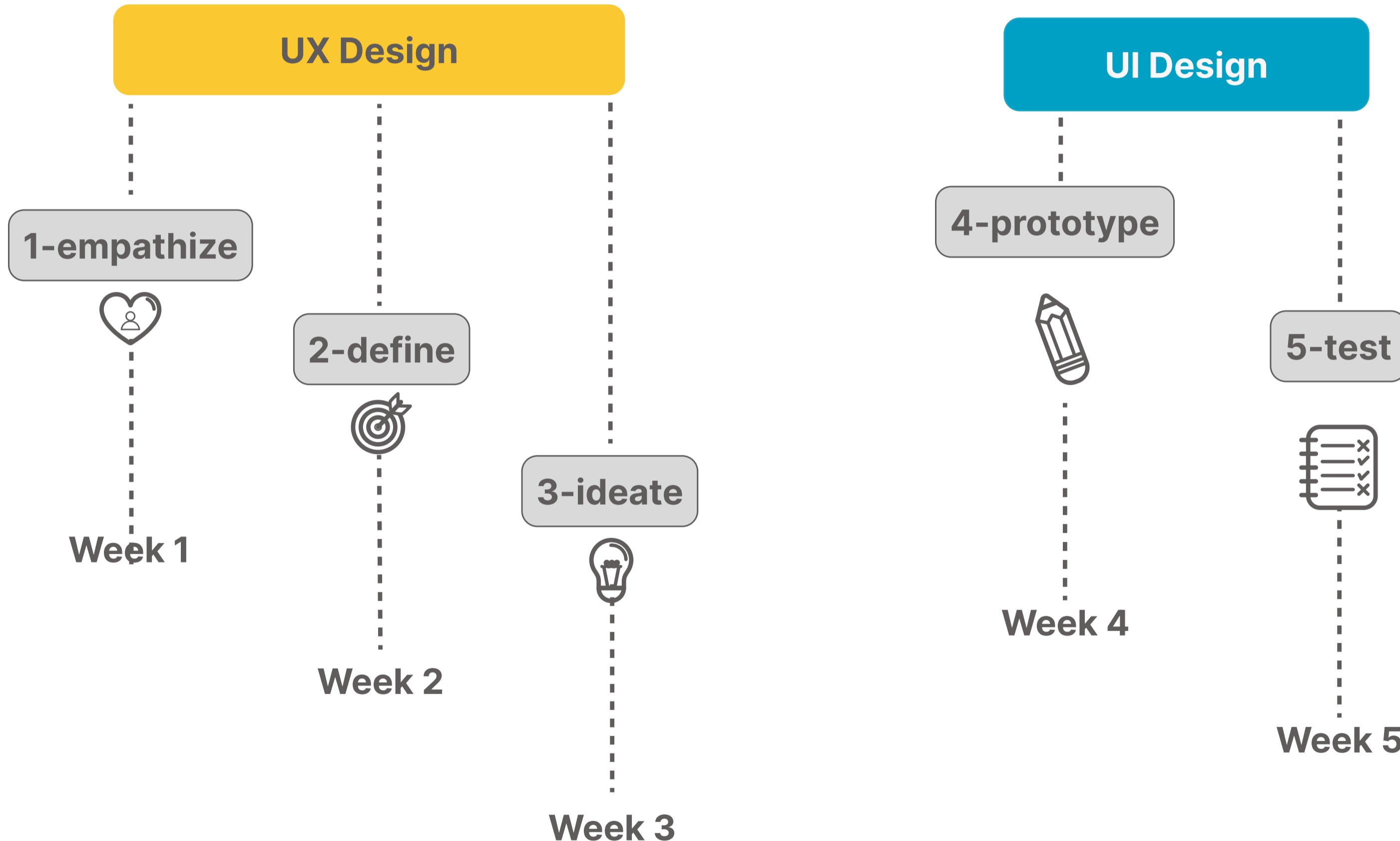
Case Study

Team Member

Shimaa Magdy - Radwa Al-Gayyar - Rawan Abdel Razek

Jasmine Rashad Mohyelden - Hend Ali

Project Timeline



Platform used

Figma



Illustrator



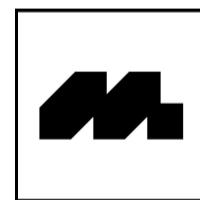
Photoshop



Behance



mobbin



Design Thinking Process

1-empathize



- stakeholder interview
- User Research
- User Interview
- Online surveys

3-ideate



2-define



- Empathy Map
- Persona
- Problem Statement

4-prototype

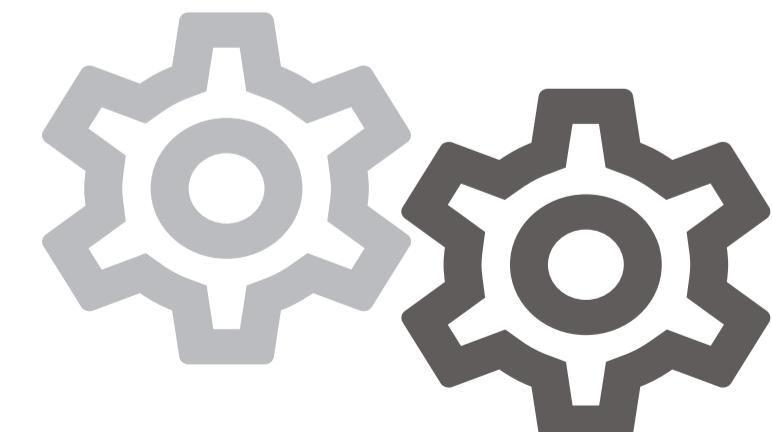


- Wireframes
- User Journey Map

5-test



- Usability Testing
- Feedback



Overview

The Real Estate Sales and Rental Platform is designed to provide a seamless experience for users looking to buy, sell, or rent properties.

The platform aims to bridge the gap between property owners, real estate agents, and potential buyers/renters by offering an intuitive and user-friendly interface.

Problem Statement

- Finding suitable long-term rental properties is time-consuming and stressful.
 - Current platforms lack key features such as:
 - Advanced search filters
 - Detailed property descriptions
 - Secure communication channels
 - Renters struggle to trust the authenticity of property listings.
 - Landlords face challenges in managing multiple inquiries.
 - Handling rental agreements efficiently is difficult.
 - There is a market gap for an app that offers transparency, security, and a streamlined rental process.

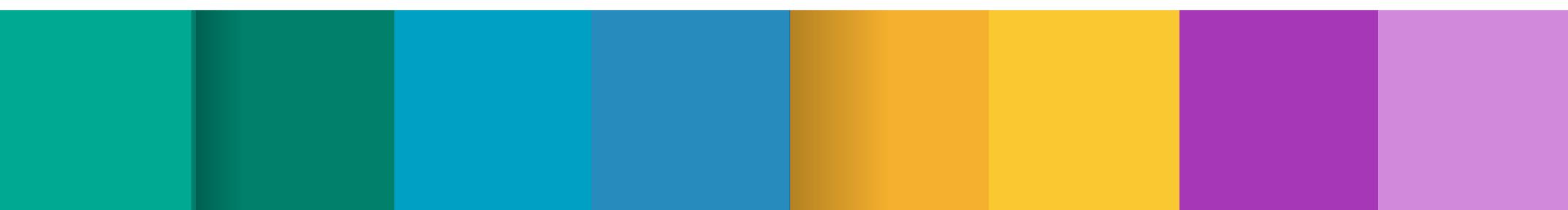


Solution

Our Real Estate Sales and Rental Platform solves these issues by offering:

- Advanced Search & Filtering: A robust search system with customizable filters (location, price, property type) to quickly narrow down options based on user preferences.
-
- Comprehensive Property Details: Each listing includes high-quality images, accurate descriptions, and essential data like price, size, and amenities, allowing users to make informed decisions.
- Easy Communication Channels: Integrated messaging and contact forms to streamline communication between buyers/renters and property owners/agents.

With these features, the platform significantly reduces the time and effort required to find and secure real estate properties, enhancing the overall experience for all users involved.



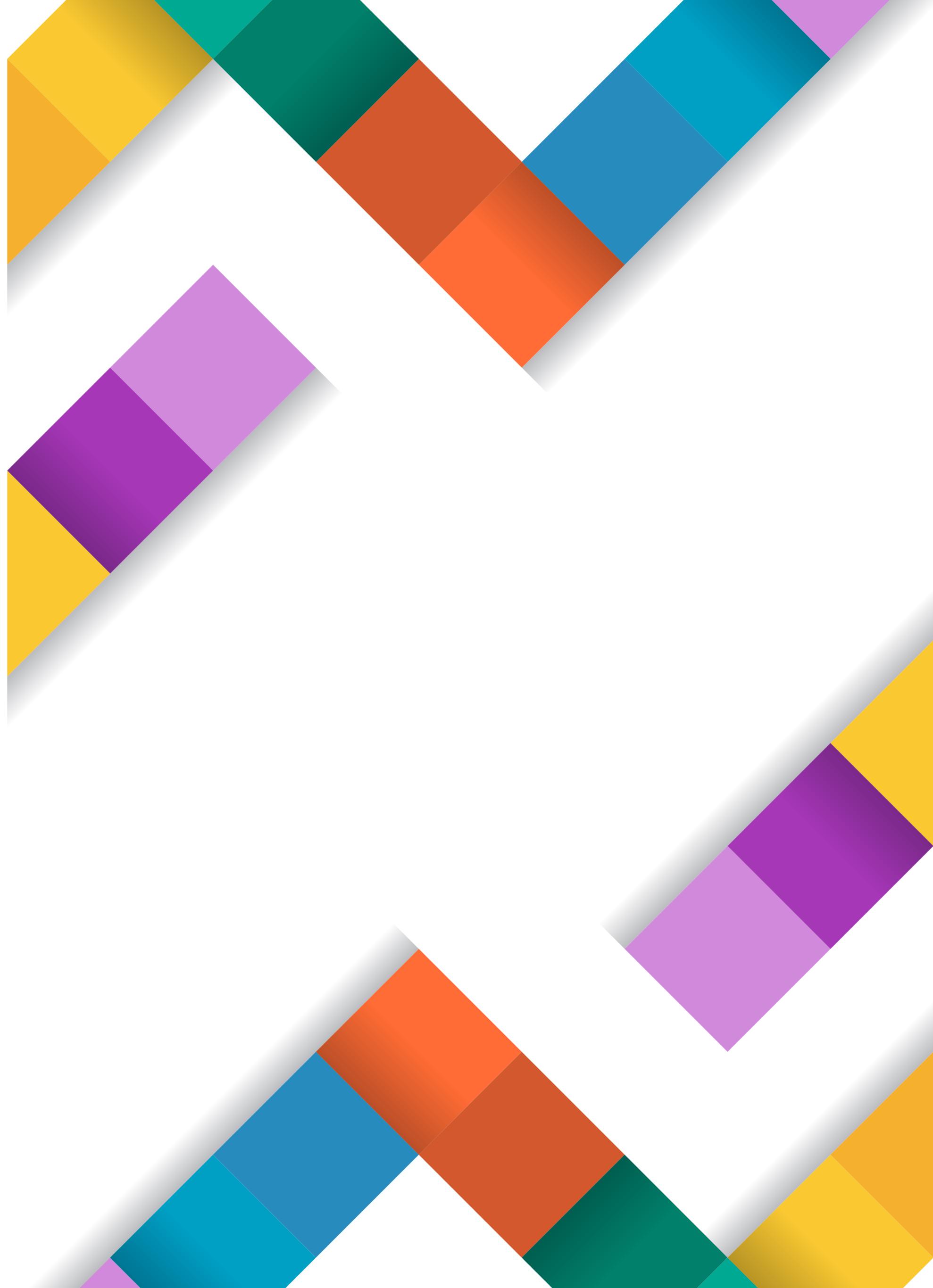
Target Users

People +18

Homeowners

Employments

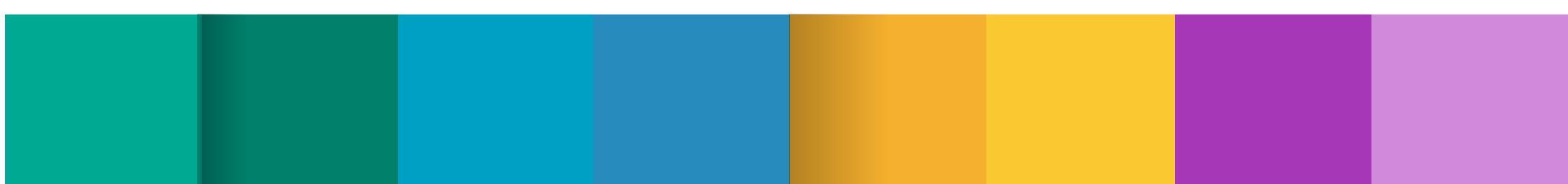
Students



Stockholders' interviews questions:

For the resident/tenant

- 1) Does the application cover all governates of Egypt?
- 2) What is your visions for this app and how is it supposed to provide the service?
- 3) are there other apps with the same idea inside or outside of Egypt and what makes them stand out
- 4) Will it be available for android ,IOS or both?
- 5) Will it be local or global?
- 6) Will the idea solve customer' problems?
- 7) What is the available space for rooms and studios?
- 8) What is the target group for the resident (men - women - students - employees - nationality)?
- 9) What is the targeted financial group (high - low - medium)?
- 10) Is the accommodation for one person or more?
- 11) What is the maximum rental period and what is the minimum period?
- 12) Will you offer discounts for long-term rentals or referrals?
- 13) Will you provide online payment options or other conveniences?
- 14) What are the targeted residential areas?
- 15) What are the insurances required from the resident?
- 16) What are the advantages that you will provide to the resident?
- 17) How will the app ensure user privacy and data security?
- 18) Will the app charge a fee to tenants or property owners?
- 19) How will you generate revenue from the app (e.g., advertising, premium features)?



Interviews questions: Tenant

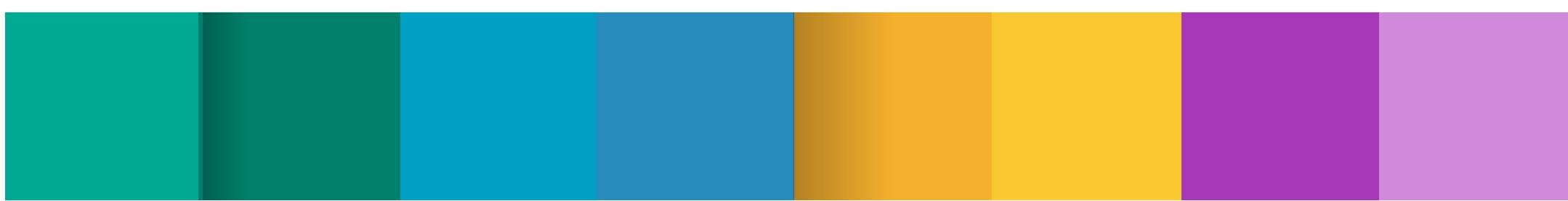
Questions for the Tenant:

- o Would you prefer to share the apartment with others or live alone?
- o What are you looking for in a roommate or tenant?
- o What kind of identification or proof of income can you provide?
- o Are there any specific documents I need from you?
- o How long are you planning to stay?
- o What size of room or studio are you looking for?
- o What kind of amenities are important to you? (e.g., kitchen, bathroom, living room)?
- o Do you have any special dietary needs or health concerns?
- o What is your typical daily routine? Are you often home or out and about?
- o Do you have any hobbies that might impact your neighbors?
- o What is your monthly budget for rent?
- o How would you like to pay the rent?

Interviews questions: owner

Questions for the Landlord:

- **Regarding the Property:**
 - What is the minimum and maximum rental period?
 - What are the specific conditions for renewing the contract?
 - Are there any restrictions on the use of the property (such as hosting parties or keeping pets)?
 - What amenities are available in the property (such as internet, air conditioning, security)?
 - Are there any upcoming maintenance works for the property? And when will they be carried out?
- **Regarding Rent:**
 - What is the total monthly rent amount? And does this amount include any additional expenses (such as electricity and water)?
 - What payment methods are available?
 - When is the rent due?



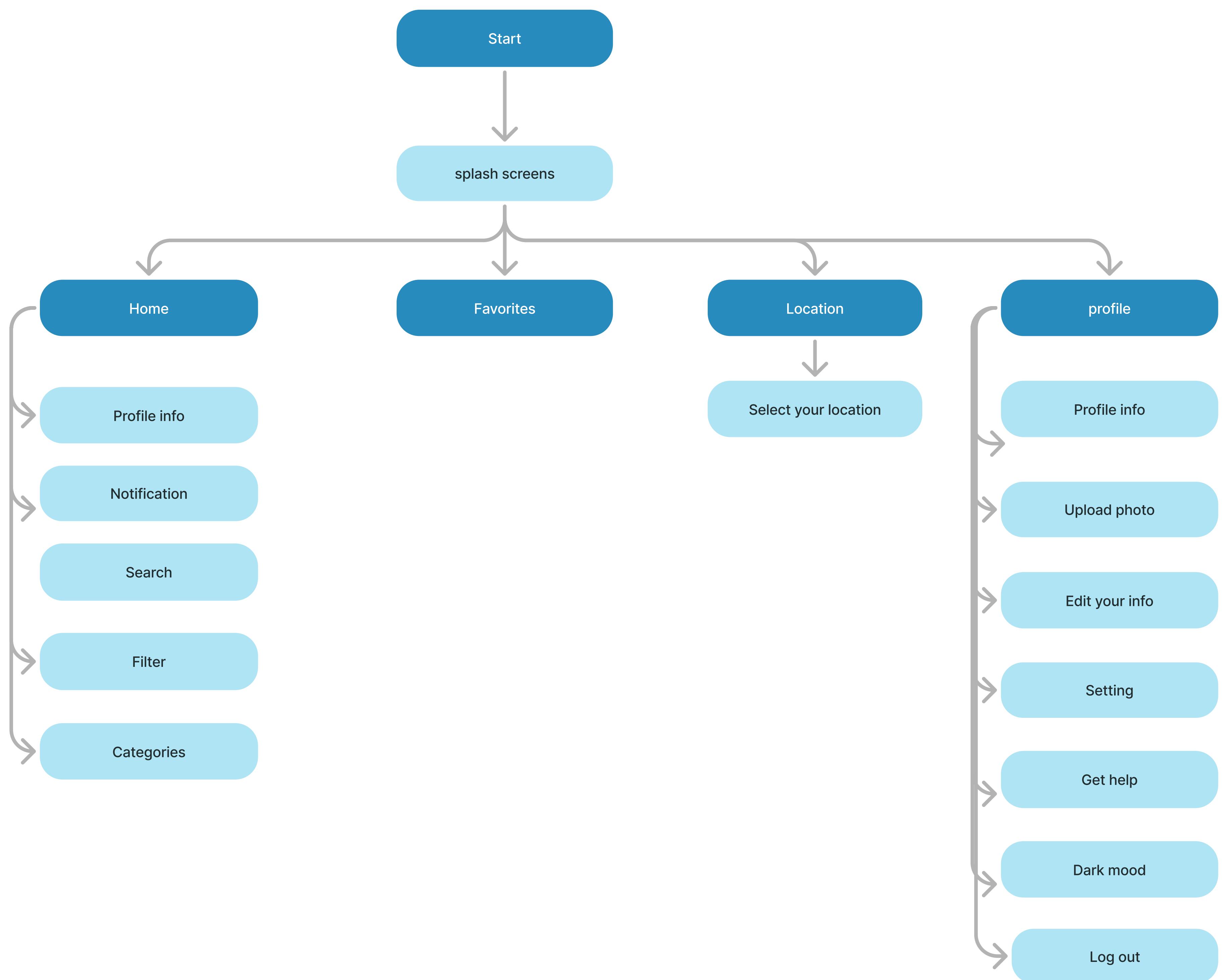
Competitive analysis

| App |  |  |  |
|--------------------------------------|---|--|--|
| User flows | <p>the user flows for these platforms are quite similar. The primary differences lie in the specific design elements, layout, and features offered by each platform.</p> | | |
| Search and discovery | <p>User visits the homepage. Enters desired location, property type, and other criteria in the search bar. Filters results based on price, amenities, etc. Browses through property listings.</p> | <p>Similar to Dubizzle, the user starts by searching for properties based on location, type, and other preferences. Filters results to narrow down options. Explores property listings.</p> | <p>The user begins by searching for properties using the search bar or browsing through featured listings. Applies filters to refine the search results. Views property details.</p> |
| Contacting the agent or owner | <p>User clicks on the "Contact" button or a similar option. May be prompted to log in or register. Sends a message directly to the agent or owner.</p> | <p>User clicks on the "Contact" button or a similar option. May need to log in or register. Sends a message or calls the agent or owner.</p> | <p>The contact information is usually provided directly on the property listing. User can call the agent or owner directly.</p> |
| Positive reviews | <p>Users often praise Dubizzle for its extensive property listings, user-friendly interface, and efficient search functionality. Many find it easy to navigate and discover suitable properties.</p> | <p>Bayut is frequently praised for its visually appealing interface and high-quality property photos. Users appreciate the platform's focus on providing detailed information about properties, including virtual tours and neighborhood guides.</p> | <p>Users often commend Property Finder for its wide range of property listings and advanced search features. The platform's ability to filter results based on specific criteria is frequently appreciated.</p> |
| Negative reviews | <p>Some users have complained about the quality of listings, with concerns about outdated information or inaccurate property descriptions. Additionally, there have been reports of difficulties in contacting agents or owners through the platform.</p> | <p>Some users have expressed concerns about the platform's search functionality, finding it challenging to filter results effectively. Additionally, there have been reports of difficulties in contacting agents through the platform.</p> | <p>Some users have found the platform's interface to be less user-friendly compared to Dubizzle and Bayut. Additionally, there have been reports of outdated listings and difficulties in contacting agents.</p> |

Features

| Feature | Requirement A | Requirement B | Requirement C |
|-------------------|---------------|---------------|---------------|
| Chat | ✓ | ✓ | ✓ |
| Dark mode | ✗ | ✗ | ✓ |
| Search by voice | ✗ | ✗ | ✗ |
| Direct Rental | ✓ | ✓ | ✓ |
| Payment method | ✓ | ✓ | ✓ |
| Easy to use | ✓ | ✓ | ✓ |
| Good color and UI | ✗ | ✓ | ✗ |
| Location map | ✓ | ✓ | ✓ |
| Security | ✗ | ✗ | ✗ |
| Filter | ✓ | ✓ | ✓ |
| Amenities | ✓ | ✓ | ✓ |

Information Architecture



Homeowner Persona



MOHAMED

Age/Identifying Gender

55/MALE

Family Status

Married

Location

sohag, Egypt

Looking for accommodation

Occupation

Building owner

Brief Story

Muhammad is an elderly person who owns real estate. His problem is that he sometimes finds tenants, but they are not trustworthy with the housing furniture, and he doesn't have the health to enable him to go down every now and then to make sure that the tenant is good at using the house.

Goals

- A tenant pays rent on time without delay.
- To find the foundation he placed in the house after the end of the rental process in the same condition
- The property and its pictures should be well displayed so that later, after the old tenant's lease period ends, he can find a new tenant quickly without suffering.

Needs

- He wants to find a good tenant from the beginning and make good use of his furniture and his home.
- The rental procedures should be signed easily without the need for complexity.
- To be able to communicate with the tenant from time to time so that he can find out whether there are problems or not.

Frustrations

- The tenant is not as good as requested
- The payment process is completed properly, but he cannot get his money easily.
- Not 100% sure that the contracts are on the application even if they are protected.

Rental persona



Nadine

Age/Identifying Gender
30/Female

Family Status
Single

Location
Alexandria, Egypt

Looking for accommodation

Occupation
Engineering

Brief Story

Nadine is a dedicated engineer in her early thirties. She has recently secured a one-year work contract in Cairo and is now searching for suitable accommodation to match her professional and personal needs. With a limited budget and a desire for a comfortable and safe living space, Nadine is navigating the rental market in Cairo using mobile applications.

Needs

- Nadine needs to find accommodation that fits within her budget, and comfortable housing near her workplace.
- A safe and secure living environment is paramount for Nadine and She needs reliable resources for her search.
- Nadine seeks a comfortable and pleasant living space that meets her specific needs and preferences.

Goals

- Nadine seeks a comfortable and safe apartment that aligns with her professional and personal needs.
- She has a specific budget for rent and is committed to finding accommodation that fits within her financial constraints.
- Nadine values convenience and efficiency in her search for housing. She prefers using mobile applications to streamline the process.
- She prioritizes finding safe and reliable housing options to ensure her well-being and security.

Frustrations

- Face challenges such as limited options within budget.
- Dealing with unreliable agents.
- A time-consuming search process.
- Uncertainty about the safety and quality of potential accommodations.

Empathy Map

Says

- Wants a place to live for a year.
- Looks for accommodation that meets her basic needs in terms of location, budget, and amenities, including internet.
- Prefers using apps to search for housing.
- Wants to compare multiple options and watch video tours of the property before making a decision.
- Emphasizes the importance of additional services like cleaning, repairs, and various payment methods.



Does

- Searches for a comfortable and safe place to live.
- Looks for accommodation that meets her basic needs in terms of location, budget, and amenities.
- Searches for reliable platforms and trustworthy information sources to assist in the search process.
- Compares offers and available options before making a decision.
- Sets a specific budget for rent.

Thinks

- Considers personal safety and property security as the most important factors in choosing accommodation.
- Thinks about a comfortable place to live, whether that means quiet, ample space, or specific amenities.
- Wants to find accommodation quickly and easily.
- Thinks about the allocated budget for rent and sets priorities accordingly.
- Believes technology plays a significant role in facilitating the search for accommodation.

Feels

- Feels pressured to find suitable and affordable accommodation.
- Feels excited to discover new apps that simplify the search process.
- May feel frustrated if she can't find the perfect apartment.
- Is concerned about dealing with unreliable agents.

User Journey Map

| | | | | | | |
|---------------------------|---|---|---|--|---|--|
| Action | Starts online search. | Reviews options, schedules viewings. | Conducts virtual or physical viewings. | Negotiates, reviews lease. | Moves, unpacks, explores. | Interacts with landlord, pays rent, reports issues. |
| Task List | Defines budget, location, amenities. | Assesses apartment, neighborhood. | Assesses apartment, neighborhood. | Ensures agreement aligns with expectations. | Sets up belongings, explores neighborhood. | Maintains communication. |
| Feeling Adjectives | Excited. | hopeful. | nervous. | cautious. | Excited. | Relieved. |
| Improvement Opportunities | User-friendly search interface. | Virtual tours. | Detailed information beforehand. | Standardized lease. | Moving assistance. | Dedicated communication channel. |
| Emotions | | | | | | |

Thank You